

Message Text

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USDOC FOR BEWT/OEWTD (ELIAS)

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SUBJECT: FY 1977 TRADE PROMOTION THEMES

REF: A) STATE 63835, B) MOSCOW 4351

1. IN FORMULATING PROPOSED SCHEDULE FOR FY 1977 SEMINAR/
EXHIBITS (REF B), COMMERCIAL OFFICE SELECTED THEMES WHICH,
IN OUR JUDGMENT, COVERED SOME OF MOST PROMISING SOVIET
INDUSTRIAL SECTORS IN TERMS OF INCREMENTAL US EXPORT
POTENTIAL. THEMES WHICH WE PROPOSED WERE:

- A. IRRIGATION EQUIPMENT
- B. ADVANCED ROLLING MILL EQUIPMENT
- C. WATER POLLUTION CONTROL AND MONITORING EQUIPMENT
- D. EQUIPMENT AND TECHNOLOGY FOR AUTOMATION OF
CONSTRUCTION
- E. EQUIPMENT AND TECHNOLOGY FOR PRODUCING AND TESTING OF
PHARMACEUTICAL PRODUCTS.

IN SUBSEQUENT EXCHANGE OF TELEGRAMS WITH BEWT (MOSCOW 6783)
COMMERCIAL OFFICE PROPOSED SUBSTITUTION OF THEME "EQUIPMENT
AND TECHNOLOGY FOR TIMBER AND WOOD WORKING INDUSTRIES"
FOR THEME ON "IRRIGATION EQUIPMENT."

2. ABOVE THEMES, IN COMMERCIAL OFFICE'S VIEW, OFFER
GOOD INCREMENTAL EXPORT POSSIBILITIES AND WOULD NOT CONFLICT
WITH EVENTS SCHEDULED BY USSR CHAMBER OF COMMERCE AND INDUSTRY
OR BY PRIVATE US ORGANIZATIONS (SUCH AS MARTIN DWYER). OTHER
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AREAS WHICH COMMERICAL OFFICE BELIEVES OFFER EXCELLENT EXPORT

POTENTIAL ARE AS FOLLOWS:

A. THE ENERGY SECTOR, INCLUDING:

- 1) EQUIPMENT AND TECHNOLOGY FOR SECONDARY AND TERTIARY OIL RECOVERY SYSTEMS.
- 2) EQUIPMENT AND TECHNOLOGY FOR OFF-SHORE DRILLING OPERATIONS.
- 3) EQUIPMENT AND TECHNOLOGY FOR GEOPHYSICAL RESEARCH.
- 4) COAL MINING EQUIPMENT AND TECHNOLOGY, ESPECIALLY FOR OPEN PIT OPERATIONS.
- 5) NUCLEAR POWER GENERATING EQUIPMENT AND RELATED INSTRUMENTATION.
- 6) EQUIPMENT, PARTICULARLY MACHINE TOOLS, FOR PRODUCTION OF NUCLEAR REACTOR COMPONENTS AND OIL FIELD EQUIPMENT.

B. MINING AND METALLURGY, INCLUDING:

- 1) UNDERGROUND AND SURFACE MINING EQUIPMENT FOR NON-FERROUS AND FERROUS ORES.
- 2) EQUIPMENT AND TECHNOLOGY FOR PRODUCTION OF NON-FERROUS METALS, PARTICULARLY COPPER AND ALUMINUM.
- 3) ADVANCED ROLLING MILL EQUIPMENT FOR FERROUS AND NON-FERROUS METALS.

C. CHEMICAL/PETROCHEMICAL SECTOR, INCLUDING:

- 1) EQUIPMENT AND TECHNOLOGY FOR SYNTHETIC RUBBER PRODUCTION.
- 2) EQUIPMENT AND TECHNOLOGY FOR SYNTHETIC FIBERS.

D. THE AGRICULTURAL SECTOR, INCLUDING:

- 1) EQUIPMENT AND TECHNOLOGY FOR GRAIN AND FODDER PRODUCTION AND STORAGE.
- 2) IRRIGATION EQUIPMENT AND TECHNOLOGY.
- 3) EQUIPMENT AND TECHNOLOGY FOR LARGE-SCALE LIVESTOCK PRODUCTION COMPLEXES.
- 4) EQUIPMENT AND TECHNOLOGY FOR LARGE-SCALE PRODUCTION OF VEGETABLES AND FRUIT.

3. AUTOMATION SYSTEMS FOR INDUSTRIAL PLANTS AND DATA PROCESSING EQUIPMENT.

F. POLLUTION MONITORING AND CONTROL EQUIPMENT AND TECHNOLOGY.

G. THE TRANSPORTATION SECTOR, INCLUDING:

- 1) TECHNOLOGY AND EQUIPMENT FOR CONTAINER HANDLING.

H. CONSTRUCTION EQUIPMENT AND TECHNOLOGY, IN PARTICULAR UNCLASSIFIED

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EQUIPMENT SUITABLE FOR OPERATION UNDER VERY COLD CONDITIONS.

8. MACHINE TOOLS, PARTICULARLY ADVANCED N/C MACHINING CENTERS.

3. PROPOSED SOLO AGRICULTURAL EXHIBIT (USDOC 7478) WILL PROVIDE IDEAL OPPORTUNITY TO PROMOTE SALES OF US AGRICULTURAL EQUIPMENT AND TECHNOLOGY. "NEFTEGAZ II" EXHIBITION SCHEDULED FOR OCTOBER 1977 WILL BE AN EXCELLENT

OPPORTUNITY FOR US SUPPLIERS OF EQUIPMENT FOR THE OIL AND GAS INDUSTRIES TO MAINTAIN AND EXPAND THEIR LARGE SHARE OF THE SOVIET IMPORT MARKET FOR THESE TYPES OF EQUIPMENT. LIKEWISE, PROPOSED NATIONAL MACHINE TOOL BUILDER'S ASSOCIATION EXHIBIT (STANKI II), TENTATIVELY SCHEDULED FOR MARCH/APRIL 1978, SHOULD BE A VERY GOOD OCCASION TO PROMOTE ADDITIONAL SALES OF US MACHINE TOOLS. CHEMICAL/PETROCHEMICAL SECTOR SHOULD BE WELL COVERED BY USDOC-SPONSORED PARTICIPATION IN SOVIET EXHIBITION "CHEMISTRY '77", SCHEDULED FOR SEPTEMBER 1977.

4. COMMERCIAL OFFICE WOULD BE INTERESTED IN BEWT'S SUGGESTIONS AS TO HOW THOSE AREAS NOT COVERED BY EITHER SEMINAR/EXHIBIT ON COMMERCIAL OFFICE, USDOC-SPONSORED EXHIBITION OR PRIVATE EXHIBITION (SUCH AS "NEFTEGAS II") COULD BE INCLUDED IN FY 1977 PROGRAM.
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